

Proposed Ban on 'Staged News' Heads for Trouble

By HENRY C. MacARTHUR
SACRAMENTO — (CNS) — A real controversy over SB 82, Senator John L. Harmer's bill passed by the senate which was designed primarily to halt the activities of television news reporters from "staging" incidents of rioting, pillage, arson and other events endangering the public peace, may be in for a hard time when it reaches the assembly, if it ever clears committees in that house.

The measure was introduced in all sincerity by the senator from Glendale, and most of the senators who opposed it on the floor agreed with this primary purpose of making it unlawful for irresponsible television reporters to set up "incidents," and then present them to viewers as legitimate news.

However, the measure is so extensive that Senator George Moscone, attacked it as a measure designed to deny the public the right to know. He cited incidents wherein legitimate reporters, as well as editors of newspapers could be come involved, although they may have had no knowledge of the fact a potential violation took place.

On the assembly side, a powerful opponent of the proposed measure is waiting to present damaging arguments against the bill when and if it reaches the assembly floor.

This is Assemblyman John Quimby, D-Rialto, himself a former newsman, and a legislator who can be depended on to oppose any legislation which would curtail the dissemination of news to the public.

"The bill," he says, "has to be unconstitutional because it violates the rights of a free press in the first amendment to the U.S. constitution."

"If the state ever sets itself up as a watchdog of the press, then all citizens are in trouble."

Your Right to Know
Is the Key to All Your Liberties

Comment and Opinion

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Grass Roots Vote

We are living in the space age. If we are going to keep pace with it, we are going to have to give better services and reduce the cost of government to the taxpayer. To do this, our county government must be overhauled.

Supervisor Kenneth Hahn is urging two far-reaching changes for improvement. Both deserve consideration toward implementation.

He has proposed that the board of supervisors be increased from the present five to seven members, providing a supervisor for each million people in the county. Two other supervisors have backed Hahn on this proposal and there is a good chance it will go before a vote of the people in 1970.

In addition, Hahn has asked the size of the board be increased to nine members in 1985, when the population reaches nine million, and to 11 in the year 2005 when the population reaches 11 million.

The supervisor also advocates a county-wide chief executive officer. Several counties now have such an office. Vice-president Spiro Agnew was the elected county executive of Baltimore County before he became governor of Maryland.

Under Hahn's proposal, the board of supervisors would have legislative responsibilities and the county executive would head the executive branch. Presently, county supervisors have both legislative and executive authority.

The major overhauls proposed include consolidation of duplicate and overlapping services in bureaucratic departments for savings of millions of dollars. Hahn believes there should be a county-wide recreation department, library department, sewage disposal system, uniform planning and building code and fire service, to cite a few. This area of consolidation alone is worth pursuing further.

On first study the proposal appears as another attempt of "empire building" within the county's bureaucratic structure. After a second look it seems apparent that this is not necessarily a fact here since controls would be placed on the size of staffs assigned to each supervisor, with fewer deputies from respective supervisorial offices serving as taxpayers representatives. Presently, supervisors are so bogged down with legislative responsibilities, forcing them to add more and more field deputies to their staffs to represent them on the grass-roots citizenry level.

Whereas county citizens are too often represented and sometimes even governed by appointees rather than their elected officials, and only the latter can be replaced at the polls, Hahn's proposal would again permit time for the elected to work directly and personally with their constituents.

The main purpose for overhauling county government is for efficiency of service and economy. We believe Supervisor Hahn is bent on this purpose while placing the responsibility of county government where it belongs—on elected officials.

You May Be Next!

Apologists for rising civil disorder in the United States like to remind us that an infinitesimal percentage of the overall population is involved in any form of lawbreaking. No one should be fooled by this sort of look-the-other-way assurance.

According to FBI reports, "Serious crime in the United States increased 17 per cent in 1968 when compared with 1967 . . ." Further, FBI Director Hoover reports that in 1968, "crimes of violence were up 19 per cent, led by robbery up 29 per cent, murder and forcible rape up 14 per cent each, and aggravated assault up 12 per cent. The crimes against property rose by 17 per cent as a group."

The chances are growing from month to month and year to year that your number will come up and your person or your property will fall prey to the criminal who respects neither.

Other Opinions

The American Civil Liberties Union has just published its own report on the Chicago riots during the Democratic National Convention. Says the editor in his introduction: "We have presented a fair, honest, and one-sided view because there is really only one side." O' Truth — you many-faced diamond, you.—Birmingham (Ala.) News.

Today's 'High Caliber' Students



SACRAMENTO REPORT

Bid to Split California Gets New Breath of Life

By RALPH C. DILLS
Senator, 32nd District

Like the Carolinas, there may be two Californias if one of my colleagues has his way. He has re-introduced his measure of past years to divide California into two separate states.

Three individual bills are actually involved, with the aim of creating a state border along the crest of the Tehachapi Mountains. If the measures pass successfully through the legislative maze, the heavily populated Los Angeles basin would be in one state, while the more agriculturally oriented part of California could, in one stroke, disassociate itself from the multiple ghetto and urban sprawl problems associated with its southern neighbor.

The author argues that for all intents and purposes we now have two separate states

with one governor and one legislature. The governor and practically every state department has offices in Southern California. There are as many, if not possibly more, state offices in Los Angeles right now as in Sacramento, contends the author.

But the hurdles for such a proposal are long and arduous, and perhaps even unsurmountable. The legislature would have to consent, by a majority vote, to the division of the state. Then a constitutional amendment would have to be passed by a two-thirds vote of the legislature, then put to a vote of the people of the state at a general election. It would appear unlikely that any of these could occur at this time.

And the fight would not be over even then. Following approval by the people, the legislature would then be required

to adopt a resolution asking Congress for approval. Following such consent, a constitutional convention would have to be called to iron out the many problems involved.

One of the many situations which would arise upon the division of the state would be the question of allocation of California's water, a complex problem even with one state. The fact that approximately three-quarters of California's water supply lies in the northern two-thirds, while an equal amount of the population finds itself in the southern third, has been vexing water experts for years.

Splitting the state on that imaginary boundary would not serve to help matters in any case. Even the completion of the California aqueduct on schedule would not completely solve the problem, for the final phase of the state water plan calls for development of systems and transportation of water from the state's north coastal area in the 1980's to bring the plan to completion.

Years of squabbling over water rights and allotments between the states of Colorado River Basin have taught California a lesson not likely to be forgotten soon, especially if the state were divided in two.

Proponents of the two-state idea have even gone so far as to reactivate a nonprofit corporation dedicated to that purpose, and to collect funds to be used for promotional activities. The corporation was first activated in 1965 when my colleagues first introduced measures aimed at dividing the state.

TRANQUILIZER!



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HERB CAEN SAYS:

Reports Made on Death, A Near-Death in Family

A death in the family . . . All the words so dear to San Franciscans — urbane, worldly, cultured — applied to Grover Magnin, who died Monday at 83. It was he, all by himself who made I. Magnin synonymous with high fashion around the world, and he leaves a lasting monument: the marble block at Geary and Stockton that is still one of the handsomest buildings in town. Grover had his pride, when the men with the minds of accountants decided his insistence on elegance was costing too much, he walked out — and stayed out of his own building for years. Cries of "Mr. Grover is back!" rang out all over the place when he finally reentered. Now he is gone, but he left an indelible trademark of quality on this city.

Near-death in the family: Even padlocked, the hungry 1 is a valuable name. Yesterday, a New York club owner phoned Enrico Banducci to offer \$100,000 for the rights to the name, but Enrico isn't selling — yet. There is a lot of money tied up in that corner of Ghirardelli Square: Bandooch is in for \$240,000, Marshall Naify for \$140,000, William Matson Roth (the Square's owner) for \$80,000, and can it all go down the drain? Enrico, smiling through tears: "Monday night (after Feds padlocked the place) was the first night I haven't lost money in three years." When he once told a tourist, "The hungry 1 is ME," he was making more than a joke . . . At the Confederacy on Union: Joan Baez buying an entire

wardrobe for her husband, David Harris, who may be wearing drabber raiment in June. That's when his jail sentence for draft resistance is scheduled to begin . . . Today's medical note: Dr. Paul Holland points out that Hydron, the

Report from Our Man in San Francisco

newest synthetic bust material, is the same plastic used in contact lenses, and now at last, ladies, you can wear a peek-a-boo blouse that peeks back.

Author Ken Kesey has taken off for London — there to work for the Beatles — with the blessings of Ray Faber, his probation officer in San Mateo. One of Kesey's writing chores in London will be a monthly letter to Faber, since, technically, he's on probation till June '70. May we someday anticipate a book titled "Ken Kesey's Letters to His Probation Officer?" . . . Something to ruminate on as your pen hovers over your checkbook: If you pay \$2,834 Federal income tax this year — the average — exactly \$1,250 of it will go to the Pentagon. Have a nice day . . . Sudden thought: If pigeons could be brainwashed into thinking they're swallows, would they go to San Juan Capistrano and stay there? Jerry Van Dyke, who opened at the 365 last night, had a not at all tearful reunion with his "mother."

That would be the "23 Porter" that co-starred with him in his TV series, "My

Mother the Car" — now owned by Harry Costa of South S.F., who bought it for \$6000 (actually, it's a Model T Ford with a Corvette engine). Harry drove it to the club and Jerry dutifully kissed its shiny radiator . . . By the way, three honored guests will march side by side in N.Y.'s Greek Independence Day Parade May 17: Christopher, Spiro Agnew and Aristotle Onassis. Onassis WALKS?

George Hirsch, editor of New York magazine, in the course of an interview: "Many cities just don't have a pool of talent. Writers are not attracted to Los Angeles or San Francisco . . ." So much for Bill Saroyan, Erskine Caldwell, Herb Gold, Evan Connell, Rexroth, Ferlinghetti, Mark Schorer, Wally Stegner, Barnaby Conrad, Jessamyn West, Kay Boyle, Wright Morris, Jessica Mitford, Curt Gentry, Niven Busch, Allen Ginsberg, Corso, McClure, Alan Watts, Jim Schevill, Paul Jacobs and on and on . . .

Our readers, bless'm: B. L. Jones is the first, but not the last, to point out that the fortune cookie we liked—"An honest God is the noblest work of man"—was written by old Bob Ingersoll, not by a young genius in the cookie factory's creative writing department . . . Virginia Stover's entry in our Shortest Poems contest is titled "Cardinal Rule for Secret Lovers" and goes "Dawn/Gone" . . . Elsa Kraus of Berkeley coins a word for the international language of violence: "Desperanto" . . .

THE MONEY TREE

Corporate Image-Making? They Couldn't Care Less

By MILTON MOSKOWITZ

In these days of corporate image-making, it's refreshing to come across a company that couldn't care less how well you know its name. Ironically, this is also a company that probably makes more products which are household names than any other company in the country.

Not to keep you in suspense, the schizophrenic enterprise we're talking about is a New York-based company with the patriotic name American Home Products Corporation. It's an apt name. You may not recognize it but the chances are excellent you are familiar with some of the following names:

Anacin, Chef-Boy-Ar-Dee, Aero Wax, Wizard, Black Flag, Preparation H, Bisodol, Dristan, Gulden's, Brach's, Ecco, Neet, Heet, Sleep-Eze, Woolite, Sudden Beauty, Noxon, Aero Shave, Infra Rub, Easy-Off, Plastic Wood, 3-in-One Oil, Griffin, Sani-Flush, Diaper Pure, Antrol, Trendar, Kolynos, Outgro and Sudden Action.

Yes, all these products—and literally thousands of others—come out of AHP's larder, and while the company is not big on corporate identification it's not at all bashful about promoting its brands. It ranks as the nation's eighth largest advertiser with an annual expenditure of \$80 million.

With this prodigious promotional firepower, you would think that AHP would be re-

garded as a juicy advertising account.

Not exactly. The various divisions which make up AHP—each would rank as a fair-sized company by itself—employ some two dozen different

A Look at the World of Finance

advertising agencies, and AHP's reputation as a tough, demanding client is legendary on Madison Avenue.

Advertising professionals have their share of vanity. Laboring under a cloak of anonymity (how many copywriters can you name?), they like to win awards. That's why the business has so many contests. No agency has ever won an award for an advertisement promoting an AHP product.

If you can recall the TV commercials for Anacin, Dristan or Preparation H, you'll know why. Sometimes dubbed "shock theater," these are hard-sell pitches which frequently feature interior views of the head or stomach. You may never have seen the Preparation H ads because a number of stations refuse to carry them.

The fact that its ads don't win awards and are regarded as distasteful in some quarters doesn't bother AHP in the slightest. What does bother it is the failure of consumers to cough up money for its products. And by succeeding rather than failing in this area AHP

has become a standout performer.

AHP has winners and strong contenders in a multitude of markets. In the headache remedy field, Anacin is the top dollar producer. Dristan is No. 2 to Contac in cold remedies. And for people bothered by hemorrhoids, who like to treat themselves, Preparation H is the one they turn to.

For agencies too squeamish to handle some of these products with the kind of promotion AHP demands, the company has a simple message: Forget it, AHP maintains its own agency, John F. Murray Advertising, which does all the Preparation H work. Last year, when one of the big Madison Avenue agencies, Ted Bates, resigned the Anacin account in a huff (it later took on Bufferin), AHP quietly moved the business into the Murray shop. And what happened? Anacin's share of the market increased.

This hard-nosed devotion to getting you to put its brand names on your shopping list is reflected in the enormous profits reaped by AHP. On sales of \$1 billion, AHP manages to keep \$100 million after all taxes.

That's a pretty good trick, one that few corporations of this volume class can match. So American Home Products doesn't care if you know its name or even if you like its ads, just so long as you remember the name of the product—and buy it.